

# Morecambe Football Club Customer Charter



2019/20



## Table of Contents

		<b>Page</b>
<b>1</b>	<b>Club Charter Introduction</b>	<b>4</b>
1.1	Customer Charter	4
1.2	Morecambe Football Club's Ambition	4
<b>2</b>	<b>Customer Service and Communication</b>	<b>4</b>
2.1	Customer Service Policy	4
2.2	Customer Service/Supporter's Liaison Contacts	4
2.3	Complaints Procedure	4
2.4	Staff Conduct	5
<b>3</b>	<b>Safeguarding Children, Young People &amp; Vulnerable Adults</b>	<b>5</b>
<b>4</b>	<b>Consultation Policy</b>	<b>6</b>
<b>5</b>	<b>Ticketing</b>	<b>6</b>
5.1	Ticketing Policy	6
5.2	Pricing & Purchasing	6
5.3	Cup Competitions & Away Fixtures	6
5.4	Refunds	6
5.5	Ticket Upgrades/Downgrades	7
5.6	Lost Tickets	7
5.7	Away Supporters	7
<b>6</b>	<b>Catering, Hospitality &amp; Events</b>	<b>7</b>
<b>7</b>	<b>Football in The Community Activities &amp; Corporate Social Responsibility</b>	<b>8</b>
7.1	Morecambe FC Community Sports	8
7.2	Activities	8
7.3	Morecambe FC Community Sports Contacts	8
7.4	Corporate Social Responsibility	8
<b>8</b>	<b>Merchandising</b>	<b>9</b>
8.1	Morecambe FC's Policy	9
8.2	Club Shop	9
<b>9</b>	<b>Equal Opportunities</b>	<b>9</b>
9.1	Equality, Inclusion & Anti-Discrimination	9
9.2	Tackling Racism in Football – Morecambe FC's Policy	10
9.3	Persons with Disabilities – Morecambe FC's Policy	10
9.4	Definitions of Disability	10
9.5	Proof of Disability	10
9.6	Ticket Pricing for Disabled Persons	10
<b>10</b>	<b>Stadium</b>	<b>11</b>
10.1	EFL Ground Regulations	11
10.2	Stadium Plan	11

10.3	Acceptable Behaviour & Banning Orders	11
10.4	Match Day Stewarding Arrangements	12
10.5	First Aid Facilities	12
10.6	Directions to The Globe Arena	12
10.7	Match Day Parking	12
10.8	Public Transport	12
10.9	Pedestrians & Cyclists	13
<b>11</b>	<b>Data Protection Policy</b>	<b>13</b>
<b>12</b>	<b>Objectives for the 2019/20 Season</b>	<b>13</b>

## 1 CLUB CHARTER INTRODUCTION

### 1.1 *Customer Charter*

Morecambe FC takes great pride in its reputation and history. It is committed to offering a high standard of community-orientated experience and customer service at all levels. This Customer Charter outlines how the Club aims to deliver this promise. All EFL clubs are required to present a Customer Charter however, Morecambe Football Club goes beyond the basic requirements set-out in Regulation 20 of EFL Rules.

This Customer Charter is reviewed on an annual basis and amended in light of changes to legislation, regulations and feedback from supporters.

### 1.2 *Morecambe Football Club's Ambition*

Morecambe FC's ambition is to create a competitive EFL Club which is at the heart of its community; offers value for money; provides a professional service at all levels of the business and engages customers, the community and the local authorities to bring success to the town as a whole.

## 2 CUSTOMER SERVICE AND COMMUNICATION

### 2.1 *Customer Service Policy*

Morecambe FC is committed to providing a high level of customer service at all levels of the business. There may be occasions when customers feel that the Club has not reached the highest standard and the Club will respond to complaints in accordance with the procedure outlined in this Charter. The Club also welcomes positive feedback and suggestions. We acknowledge that all customers have a right to express their views and will ensure that they and their views are treated with total respect.

### 2.2 *Customer Service/Supporter's Liaison Officer Contacts*

Morecambe FC strives to make communication with customers as easy and accessible as possible. As a result, the Club offers a number of different methods to make contact. The Club will always aim to acknowledge receipt of correspondence within 7 working days of any communication, with a fuller response, (if necessary), provided within 28 working days.

Letters should be addressed to:

Graham Fagan	Supporter's Liaison Officer	Morecambe Football Club Globe Arena, Christie Way, Westgate, Morecambe. LA4 4TB
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The Club can also be contacted by:

Telephone: (01524) 411797 - Between 09:00 – 17:00 (Mon-Fri)  
Email: [Office@morecambefc.com](mailto:Office@morecambefc.com)

A full list of contact details for the club's different departments is available through the Morecambe official website, or on request.

### 2.3 *Complaints Procedure*

Suggestions, complaints or constructive criticism will all be treated with equal respect and dealt with in a timely manner. In all cases contact with the Club must include basic information, which should include the name and address of the customer together with a telephone number/email address, so

that we can respond. All anonymous complaints or contacts will be investigated but obviously cannot be replied to.

Morecambe FC will always endeavour to provide a complete response within 28 working days of receipt.

If customers feel a complaint has not been dealt with satisfactory in line with our complaints procedures, they should refer the matter directly to The Independent Football Ombudsman (IFO) using the following details:

The Independent Football Ombudsman

Suite 49, 33 Great George Street,  
Leeds. LS1 3AJ  
Email: [contact@theifo.co.uk](mailto:contact@theifo.co.uk)  
Tel: 0800 588 4066

#### **2.4 Staff Conduct**

Morecambe FC, its representatives and its employees will conduct themselves in a helpful, courteous manner at all times when dealing with customers and the general public, regardless of the method of communication. Any customer who is unhappy with the actions of a member of staff or representative of the Club may ask to speak initially with the head of the department they are dealing with. (Also please refer to the Club's complaints procedure).

### **3 SAFEGUARDING CHILDREN, YOUNG PEOPLE & VULNERABLE ADULTS**

Everyone has the right to live without fear of harm, abuse or discrimination. Morecambe FC recognises that it has an active role to play in ensuring that everyone involved with the Club has that right and as such has responsibility for customer and employee safety and wellbeing. Through the creation of an environment and culture of inclusion and trust Morecambe FC is committed to:

- Preventing and reducing the risk of significant harm, abuse or exploitation to children and vulnerable adults;
- Responding effectively and appropriately to any incidents and concerns;
- Raising awareness of key messages and procedures to those who may be abused and potential abusers.

Morecambe FC has a formal policy in relation to the safeguarding of children, young people and vulnerable adults. The Club recognises that we all have a role to play in keeping safe and keeping others safe by preventing, identifying and reporting incidents and concerns. Thankfully incidents are rare but if you need to get in touch you can contact the Club's Designated Safeguarding Officer, Janet Preston, at [janetpreston@morecambefc.com](mailto:janetpreston@morecambefc.com)

If you have a safeguarding issue unconnected with the Club, you can contact:

Lancashire County Council Safeguarding Adults Team – 0300 123 6721  
Lancashire County Council Safeguarding Children Team – 0300 123 6720  
Lancashire Police – 0845 125 3545

All Morecambe FC employees whose role involves working with children or vulnerable adults are subject to disclosure from the Criminal Records Bureau. Morecambe FC's Safeguarding Policy can be found at [www.Morecambefc.Safeguarding](http://www.Morecambefc.Safeguarding) or from the Club's Designated Safeguarding Officer at Morecambe FC.

#### **4 CONSULTATION AND INFORMATION**

Morecambe Football Club is dedicated to communicating and consulting with its customers and complies with EFL Regulation 115. The Club will:

- consult widely and regularly with supporters whilst forming its policies. The Club will do this through fans' forums, supporters' focus groups and direct market research (questionnaires).
- keep supporters informed through the use of the media, the Club's official website at [www.morecambefc.com](http://www.morecambefc.com) and the official matchday programme.
- publish its views on major policy issues through any relevant media such as the Club's official website, local media and the matchday programme.
- ensure that the earliest possible notice is given of any changes to fixtures and ticketing arrangements and the reasons for these changes via all relevant media; and
- give due consideration to all feedback, comments and reasonable suggestions and implement changes where it is in the best interests of the Club and/or its customers.

Morecambe Football Club welcomes and encourages supporters to come forward with suggestions as to how the Club could improve, (see Section 2). Whilst it is not possible to solicit supporters' views on every topic, the Club is dedicated to doing things correctly and employing the right people with the proper skills, in pursuit of achieving the short, medium and long-term goals of the Club.

Morecambe Football Club now operate a Fans/Board Communications Meetings, at least 4 times a season, attended by members of the Board. The meetings will provide an opportunity for supporters to ask questions, provide feedback and be updated regarding developments within the Club. Information regarding these are on the official Club Website [www.morecambefc.com](http://www.morecambefc.com)

#### **5 TICKETING**

##### **5.1 Ticketing Policy**

Morecambe FC will strive to widen access to games by offering a range of ticket prices. For further information on tickets and purchase details please contact the Club Shop on (01524) 411797. Alternatively the Club Shop can be contacted at the following address:

Club Shop                      Morecambe Football Club  
  Globe Arena, Christie Way, Westgate, Morecambe. LA4 4TB

##### **5.2 Pricing & Purchasing**

Full pricing details are available on the Club's official website: [www.morecambefc.com](http://www.morecambefc.com) and also from the Main Office and the Club Shop.

##### **5.3 Cup Competitions & Away Fixtures**

When demand for cup competitions or away fixtures is expected to be high, fans will be offered tickets on a priority basis. Season ticket holders from the current season will have first refusal on tickets during a designated period. Tickets will go on general sale at the end of this priority period to all supporters. Any further arrangements for the dispersal of tickets will be made through the Club's official website and the local media.

##### **5.4 Refunds**

Refunds on tickets are at the discretion of the Directors of Morecambe Football Club. In all cases refunds can only be issued if the ticket is returned before the day of the game. Tickets must be returned in a reasonable condition.

In the event of a game being postponed before supporters are admitted to the ground, a full refund

will be available up to a specified date prior to the rearranged game for pre-purchased ticket holders, or free entry will be granted into the rearranged game. If the game is postponed after supporters have been admitted into the ground, but before kick-off then a full refund will be available up to a specified date prior to the rearranged game or free entry will be granted into the rearranged fixture.

If the match is abandoned before the start of second half then half price admission will be available to the re-arranged game. A half refund will be available up to a specified date prior to the rearranged game. If the match is abandoned after the start of second half then an early decision on admission charges and refunds will be made after consulting both our opponents and the relevant authorities and this will be communicated via the Club website.

### **5.5 Ticket Upgrades/Downgrades**

Requests to upgrade tickets will be treated sympathetically, provided that space is available for the upgrade. The upgrade will be charged at the difference between the two ticket prices. No upgrades can take place once the spectator has entered the ground. We will try to accommodate downgrades wherever possible, however no refund will be made.

### **5.6 Lost Tickets**

In the instance that a season ticket holder should forget their ticket for a home league fixture, they will be expected to pay the full price for a match day ticket in the area in which they hold their season ticket. This match day ticket will be refunded when the season ticket holder presents both their season ticket with the valid match voucher in the book, and the match day ticket at the club's Main Office/Club Shop at the earliest available opportunity. Non-season ticket holders who forget or have lost their ticket must purchase a new ticket.

### **5.7 Away Supporters**

The Club abides by EFL Regulations governing the allocation of tickets to visiting clubs. The Club does not charge admission prices to supporters of a visiting Club which are higher than those charged to our own supporters for comparable accommodation. In particular, our concessionary rates offered to senior students and junior supporters apply to supporters of a visiting Club.

## **6 CATERING, HOSPITALITY & EVENTS**

Morecambe FC have a dedicated and award winning team who deal with all aspects of catering, hospitality and event arrangement/management at The Globe Arena. This team caters for all match day and non-match day events and provide high quality, competitively priced service and catering at all times.

On match days catering kiosks are located in all areas of the ground and details of food/drinks available and pricing can be found at each point of sale.

The team continually monitor feedback from the match day catering outlets as well as from non-match day hospitality and corporate events in order to look at ways to improve the service and packages that are offered at The Globe Arena.

Further information about holding events at The Globe Arena can be obtained by contacting the Events Team at Morecambe FC.

## **7 FOOTBALL IN THE COMMUNITY ACTIVITIES & CORPORATE SOCIAL RESPONSIBILITY**

### **7.1 *Morecambe FC Community Sports***

Morecambe FC Community Sports is a registered charity which works alongside Morecambe Football Club and operates with its own board of trustees. We have a team of employees and volunteers who deliver a diverse range of activities across the district. We work hand-in-hand with Morecambe Football Club, the local community, schools, businesses, Councils, the NHS and police; to name just a few.

### **7.2 *Activities***

Morecambe FC Community Sports is part of the EFL Trust and delivers work across 5 key themes of Education, Health, Sports Participation, Inclusion, and Disability.

Our work includes coaching sessions for children in local schools across the district, free football sessions for girls, 'Extra Time' sessions for over 50s, work with the Princes Trust, free football sessions for local youths who are at risk of offending, specialist sessions of deaf-friendly football and for coaching for children with Autistic Spectrum Disorder.

We run a futsal education programme which enables young people to train and represent Morecambe FC in the EFL Trust Futsal League, whilst studying for a BTEC Level 3 diploma in sport.

We also deliver the National Citizen Service programme, which takes young people on residential activity trips and gets them involved in a social action project in their community.

We deliver sports sessions for the local council, including disability sessions. We also work with MENCAP and local care homes, providing activity programmes for their residents.

On match days we host visits from local junior teams and charities, as well as looking after mascots and birthday parties.

We also co-ordinate appearances by Morecambe FC players in the community, which includes everything from visiting the local hospital to attendance at our regular Soccer Schools.

### **7.3 *Morecambe FC Community Sports Contacts***

Morecambe FC Community Sports is led by Janet Preston. Contact details are:

Janet Preston

Morecambe FC Community Sports  
Globe Arena, Christie Way, Westgate, Morecambe. LA4 4TB  
Tel: 01524 412125  
Email: [communityadmin@morecambefc.com](mailto:communityadmin@morecambefc.com)

### **7.4 *Corporate Social Responsibility***

Morecambe FC is immensely proud to be seen as part of the local community and recognises that it can play a part in improving the lives of people associated with the Club and of the wider community through continuing support of local schools as well as local & national voluntary/charitable organisations.



The Club also recognises that it has a responsibility to help protect the environment in which we all live and work. The Club is therefore committed to exploring ways that it can reduce any environmental impact that its operations may have.

The Club welcomes approaches from organisations that have suggestions as to how the club can, either itself or in partnership with others, enhance the community in which it operates.

## 8 MERCHANDISING

### 8.1 *Morecambe FC's Policy*

Morecambe FC will endeavour to ensure that all replica shirt designs have a minimum life span of 1 year. The Club will provide supporters with information on replica strip, training kit and other leisure wear launch dates and availability for purchase. The Club carries out its obligation under EFL regulations to prevent price fixing in relation to the sale of replica kits. The Club offers refunds on merchandise sales in accordance with its obligations under the Sale of Goods Act.

### 8.2 *Club Shop*

The Morecambe FC Club Shop is located at the Globe Arena and normal opening hours are as follows:

	<b>Match Day</b>	<b>Non Match Day</b>
Monday	Closed	Closed
Tuesday	5:00pm – 7:00pm & 9:30pm – 10:00pm	Closed
Wednesday	Closed	Closed
Thursday	1:00pm – 6:00pm	1:00pm – 6:00pm
Friday	10:00am – 1:00pm & 1:30pm – 6:00pm	10:00am – 1:00pm & 1:30pm – 6:00pm
Saturday	9:00am – 3:00pm & 4:45pm – 5:30pm	9:00am – 1:00pm & 1:30pm – 4:30pm
Sunday	Closed	Closed

Purchases can also be made online at <http://www.morecambefcshop.co.uk> The shop can be contacted during opening times on 01524 411797.

## 9 EQUAL OPPORTUNITIES

### 9.1 *Equality, Inclusion & Anti-Discrimination*

Morecambe FC is actively committed to upholding The Football League and its own standards, values and expectations in relation to Equality. The club has an Equality Policy which can be viewed at [www.morecambefc.com](http://www.morecambefc.com).

As a professional Football Club, Morecambe FC is committed to embracing the Equality Act 2010 and the confrontation and elimination of discrimination whether by reasons of age, gender, gender reassignment, sexual orientation, marital status or civil partnership, nationality, ethnicity (race), religion or belief, ability or disability, pregnancy/maternity and to encourage equal opportunities.

The Club has a zero tolerance approach to all forms of discrimination or harassment, whether physical or verbal, and will work to ensure that such behaviour is met with the appropriate disciplinary action.

The Club supports the Football Association and the EFL in their commitment to develop a programme of ongoing training and awareness raising events and activities in order to promote the eradication of discrimination.

### **9.2 Tackling Racism in Football - Morecambe FC's Policy**

Morecambe FC recognises that football has made significant attempts to tackle the issues of racism in recent years. The Governing bodies have committed themselves to the campaign and have been keen to spread the message through their members. The anti-racism policy at Globe Arena incorporates the pledges below:

- The Club has issued statements that racism will not be tolerated.
- The Club uses the public address system to re-enforce this.
- The Club strives to ensure season ticket holders do not take part in racist abuse.
- The Club will take action to prevent the sale of racist literature both outside and inside the ground.
- The Club will take disciplinary action against players who engage in racial abuse. The Club encourages a common strategy between all staff, stewards and police for dealing with racial abuse.
- The Club would remove racist graffiti from the ground and its environs as a matter of course.
- The Club works with other groups and agencies such as the PFA, supporters, voluntary organisations, youth clubs, sponsors, local authority, local business and police to develop an active programme and raise awareness to eliminate racial abuse and discrimination.

### **9.3 Persons with Disabilities - Morecambe FC's Policy**

As part of our equal opportunities policy, the Club opposes all forms of unlawful or unfair discrimination on the grounds of disability. The Club operates a ticketing policy for disabled supporters and will ensure that the scheme does not discriminate between disabled people with differing impairments.

### **9.4 Definitions of Disability**

As a fundamental principal, the Equality Act 2010 states that disabled people should not be treated "less favourably, without justification" and that reasonable adjustments should be made to make goods, facilities and services accessible. For the purpose of this policy only, the definition of a disabled person is; any person who, because of their disability or impairment, is unable to use areas of stand seating or terracing without contravening Health and Safety Regulations, Guidelines or Policy. Any such person will be considered for the use of the "designated areas" of the stadium, in line with the procedures set out in this policy.

### **9.5 Proof of Disability**

A person is considered disabled if he/she has a physical or mental impairment which has a substantial long term adverse affect on his/her ability to carry out normal day to day activities. The said person should have proof of this disability, and examples of such proof are, documentary evidence demonstrating current receipt of middle or high rate Disability Living allowance, (mobility or care component), receipt of either Severe Disablement Allowance or Attendance Allowance, or a personal letter from your GP. Morecambe FC will ask for proof of entitlement when tickets and/or disabled car parking are purchased.

### **9.6 Ticket Pricing for Disabled Persons**

The pricing structure for disabled persons is as follows:

The disabled person will pay the concessionary price relevant to the area of the ground that they enter (except in the case of a 16 year old or under, who would pay that relevant price). A carer of a

disabled person will be admitted free of charge. The Club reserves the right to request proof of disability before issuing any concessionary price. Season tickets will be made available for disabled persons and their carer if the need arises.

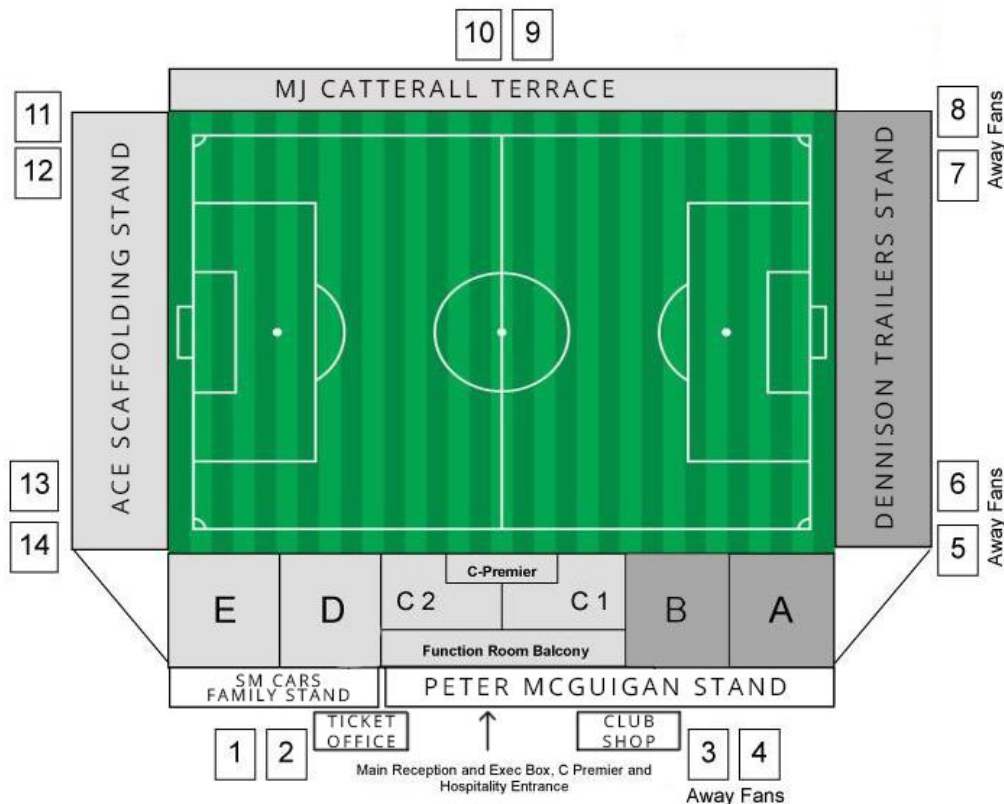
## 10 STADIUM

### 10.1 EFL Ground Regulations

Copies of the EFL Ground Regulations are displayed at all points of ticket sale around the stadium.

### 10.2 Stadium Plan

The stadium plan shows the location of each section of Globe Arena, plus the numbered turnstiles. The Ticket Office is located adjacent to turnstiles 1 & 2.



### 10.3 Acceptable Behaviour & Banning Orders

Anyone attending football matches at The Globe Arena is required to comply with the Ground Regulations. Any person who breaches a Ground Regulation may be removed from the ground immediately and required to sign an Acceptable Behaviour Agreement before being allowed to attend further fixtures/events at The Globe Arena or may be issued with a stadium ban for a fixed period.

Any person who is under investigation for a football related offence, (home or away), may be subject to a Club ban from attending fixtures/events at the Globe Arena pending the outcome of the investigation. Any person convicted of a football related offence, (home or away), may receive an

indefinite ban from attending fixtures/events at The Globe Arena. The period of this ban may exceed the period of any ban imposed by the courts.

Any person who is banned from attending fixtures/events at The Globe Arena will also be prohibited from purchasing tickets for away fixtures through Morecambe FC for the duration of their ban.

Any ban imposed may be reviewed, on request, by the Board after the period specified in the Club's banning notice.

#### **10.4 Match Day Stewarding Arrangements**

To assist with ensuring that all customers have a safe and enjoyable match day experience Morecambe FC employ match day stewards who are located inside and outside the ground. All stewards are trained in ground safety, crowd control and evacuation procedures. They operate under the direction of the Club's Ground Safety Officer.

Prior to entry to the ground stewards may ask to search people or bags/belongings to ensure that no prohibited items are brought into the ground. Any person found bringing prohibited items into the ground may be refused entry.

All spectators are asked to comply with instructions given by match day stewards. If you have any concerns about the actions of any other spectators these should be brought to the attention of the nearest steward who will, after consultation with the Ground Safety Officer, take whatever action is deemed appropriate.

#### **10.5 First Aid Facilities**

Morecambe FC have qualified first aiders, paramedics and a Crowd Doctor present at all matches. In the event that first aid/medical attention is required please inform the nearest steward who will be able to summon appropriate assistance.

#### **10.6 Directions to Globe Arena by car**

Leave the M6 motorway at junction 34 and follow the signs to Morecambe on the new dual carriageway. At the roundabout turn left, signposted Morecambe and follow the road for about a mile, then straight over the next roundabout. At the traffic lights, turn left, signposted Morecambe (opposite McDonalds). At the roundabout turn left and continue along Westgate for about a mile. You will pass Morecambe Fire Station on your right just before you reach the Globe Arena, also on your right.

#### **10.7 Matchday parking**

Car parking immediately outside Globe Arena is allocated through a ticketing system and spaces are not available for purchase on the day of a match. A limited number of spaces are available on a match by match basis and can be booked/prepaid via the Club Shop. Cars approaching the stadium without a permit will be turned away by stewards on the entrance road.

260 parking spaces are available at nearby Westgate Primary School. The school is located on Langridge Way, 450 yards from Globe Arena. The postcode is LA4 4XF. This parking and associated charges are operated by the school.

Secure motorcycle parking bays are provided at Globe Arena. These are situated at each side of the concourse in front of the Main Stand. No charge is made for parking a motorcycle.

### **10.8 Public transport**

We encourage visitors to Globe Area to use public transport and there are a number of options available.

Bus services 6 and 6A serve Globe Arena and are run by Stagecoach. The services operate from both Morecambe town centre and Lancaster Bus Station.

Rail services operate from Lancaster to Morecambe, via Bare Lane. Morecambe and Bare Lane stations are approximately 25 minutes walk from the ground.

To create your own travel plan, visit <http://www.traveline-northwest.co.uk/> and select the 'Plan your journey' option. Enter 'Morecambe Football Club' as your destination.

### **10.9 Pedestrians and cyclists**

Directions to Globe Arena for pedestrians and cyclists can be found on the club website: <http://www.morecambefc.com/club/globe-arena> Cycle parking racks are provided at each corner of the stadium.

## **11 DATA PROTECTION**

Morecambe FC may gather and hold personal information about customers that has been provided by the customer or gathered from web-based technology. All information gathered will be handled and stored in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679.

Morecambe FC will not do anything with your data that you would not anticipate from a privacy conscious company with a contact strategy founded on permission based marketing. We will use the data held for administration, marketing, customer services and profiling purchasing preferences.

If compelled to do so, we will disclose information to law enforcement agencies.

Full details of how your personal data may be used can be found in our Privacy Notice here - <https://www.morecambefc.com/club/privacy-notice/>

## **12 OBJECTIVES FOR THE 2019/20 SEASON**

Morecambe Football Club endeavours to provide the highest possible standard of customer care and to offer the best possible experience for visitors to the Globe Arena. During the 2019/20 season, the club intends to undertake the following initiatives as part of our programme of continual improvement:

**Objective 1:** During the season the Club will review its Customer Charter, to include updated information on Stewarding and First Aid procedures. It will also include more information relating to Catering Facilities and Hospitality.

**Objective 2:** The Club will provide a number of ticketing offers during the course of the season, with the aim of bringing new visitors to watch football at the Globe Arena and also to expand the number of spectators in certain demographic groups (e.g. children and families.) Offers will be advertised on the Club website, social media and through other established marketing channels.

**Objective 3:** The Club will implement a Club Charity Policy for inclusion in the Customer Charter.

**Revisions - This Club Charter is reviewed on a regular basis in light of changes to the law, regulations and feedback from supporters. Last revised June 2019.**



**A LARGE PRINT VERSION OF THIS CHARTER IS  
AVAILABLE ON REQUEST.**

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